

CONTRACT

KVVU TV
25-TV 5 Drive
Henderson, NV 89014
(702)435-5555

And:

Strategic Media Placement
7669 Stagers Loop
Delaware, OH 43015

<u>Contract / Revision</u> 491830 /		<u>Alt Order #</u> 06301716
<u>Product</u> JOE HECK FOR CNGRS		
<u>Contract Dates</u> 09/03/12 - 09/16/12		<u>Estimate #</u> 2643
<u>Advertiser</u> Joe Heck For Congress		<u>Original Date / Revision</u> 08/30/12 / 08/30/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KVVU	<u>Account Executive</u> Teresa Difuria	<u>Sales Office</u> TELEREP-PHIL
<u>Special Handling</u>		
<u>Demographic</u> Adults 50+		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	KVVU	09/07/12	09/07/12	Fox 5 News at 5	5-530p		:30			NM	1	\$285.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/03/12	09/09/12	----1--				1	\$285.00			
N 2	KVVU	09/10/12	09/14/12	Fox 5 News at 5	5-530p		:30			NM	5	\$1,425.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/10/12	09/16/12	MTWTF--				5	\$285.00			
Totals											6	\$1,710.00

Time Period	# of Spots	Gross Amount	Net Amount
08/27/12 - 09/14/12	6	\$1,710.00	\$1,453.50
Totals	6	\$1,710.00	\$1,453.50

Signature: _____ Date: _____

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

Meredith Broadcasting does not accept advertising sales agreements that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising sales agreement with Meredith Broadcasting, whether verbal or written.

AUG30/12 12.12
*** KVVU-TV ***

REP. #	OFF. #	762	SALESMAN #
BUYER NAME	WHITNEY	EVERSOLE	
SALES PRSN	PH-	TERESA DIFURIA	

SALES PRSN PH- TERESA DIFURIA

	CLASS: NATL.	LOCAL	REGIONAL
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(LCE)

CITY TAX _____ STATE TAX _____ CO-OP BILLING NEEDED _____ DATE AUG30/12 12.12

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****
JOE HECK FOR CONGRESS ... 30 MIN SEP

AGENCY ADVERTISER CODE = AGENCY EST# = 2643
AGENCY PRODUCT CODE =

1	500P-530P.	30	\$285.00	9/7	9/7	1	FRI
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PROGRAM : NEWS

2	500P-530P	30	\$285.00	9/10	9/14	5	M-F	5
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PROGRAM : NEWS

SEP/12 \$1,710.00

CONTRACT TOTAL	\$1,710.00
TOTAL SPOTS	6

REP HEADLINE# 6301716
*** ORIGINAL REV#0 ***

REP: TEL# 610-293-4100 FAX# 610-225-1191
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS REPORT FROM REP

AUG30/12 12.12
*** KVVU-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
:	LINE#	:	:	:	:	:	DATE	DATE	/WK	INVT	:	SPTS

MARKET TOTALS \$85,500 KVVU 2% KSNV 30% KLAS 32% KTNV 31% KVMY 3% KVCW 1% CABL 0%
KTUD 1%

STATION PRICED HIGH ON CPP PER BUYER. SMALL POINTS & \$ OVER 3 WKS. WE WERE NOT BOUGHT ON THE LAST FLIGHT WAS ABLE TO CONVINCE BUYER TO LOOK AT OUR EN.

SVC- NSI
DEMOS- RA50+*

REP HEADLINE# 6149016 TRF# 477041
\$\$\$ MOD# 0 : UNAPPROVED REV #1 \$\$\$

REP: TEL# 610-293-4100 FAX# 610-225-1191
CREDIT ADVISORY: AGENCY CREDIT RISK !!
ORDER WORKSHEET HARRIS REPORT FROM REP AUG30/12 12.04
CHANGES ** KVVU-TV ***

ADV # _____ ADV. NAME POLI/J HECK /R/CON/NV REP. # _____ OFF. # 762 SALESMAN # _____
AGY # _____ AGY. NAME STRATEGIC MEDIA PLACEMENT BUYER NAME WHITNEY EVERSOLE

7669 STAGERS LOOP SALES PRSN PH- TERESA DIFURIA
DELAWARE, OH 43015

ORDER # _____ CONTRACT # 6149016 CLASS: NATL. LOCAL REGIONAL

PRDCT JOE HECK FOR CNGRS EST# _____ COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES OCT1/12 NOV6/12 WK-6

CITY TAX _____ STATE TAX _____ CO-OP BILLING NEEDED _____ DATE AUG30/12 12.04

REP: CORRECTED AGENCY CODE
NO OTHER CHANGES

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****
JOE HECK FOR CONGRESS

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
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NO BUYS TO PRINT

OCT/12			80400.00			NOV/12			27675.00			
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CONTRACT TOTAL 108075.00
TOTAL SPOTS 129

MARKET TOTALS \$675,468 KVVU 16% KSNV 38% KLAS 26% KTNV 20% KVMY 0% KVCW 0% CABL 0%
KTUD 0%

SVC- NSI
DEMOS- RA50+*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME
P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS *-MULTIPLE